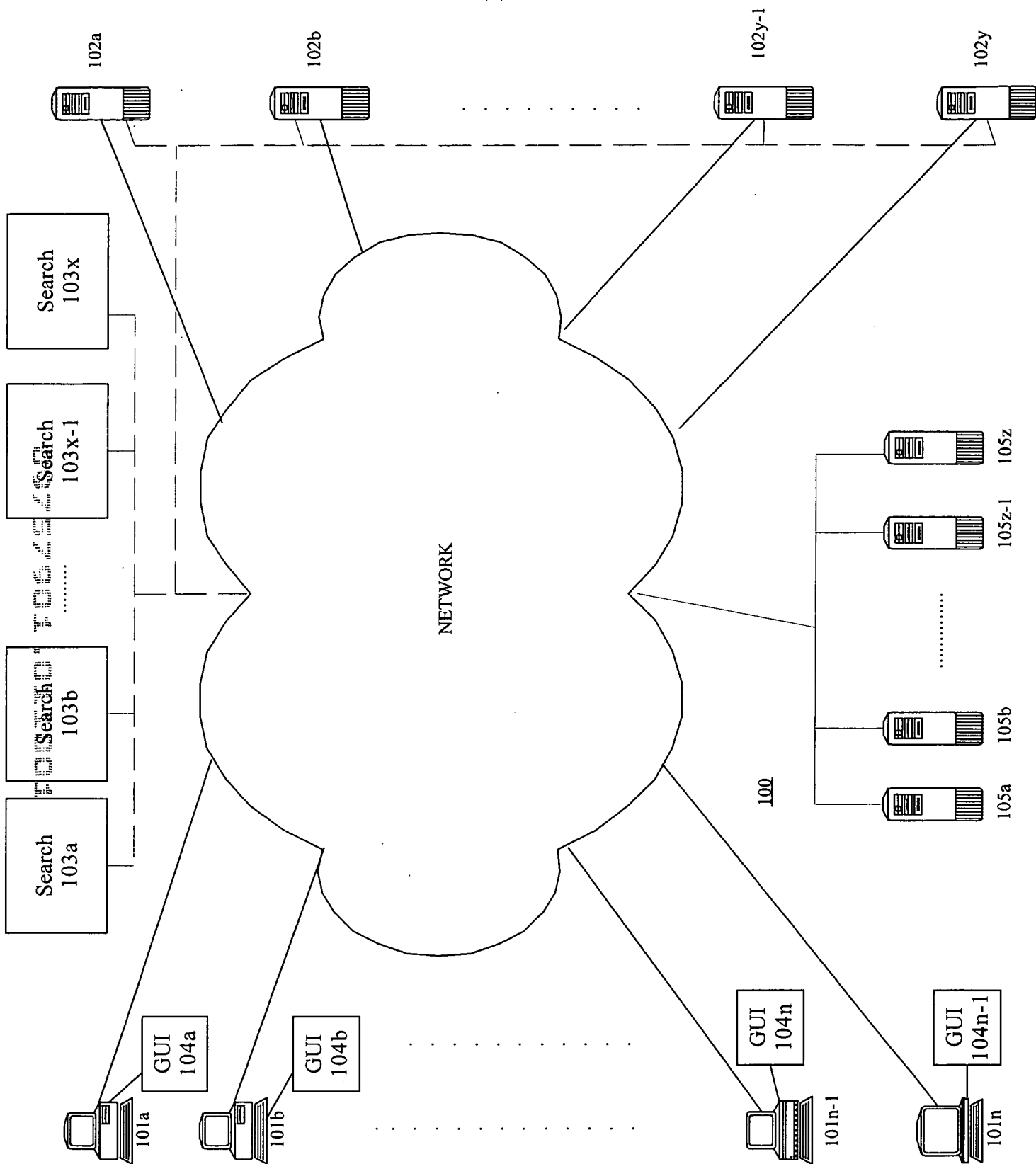
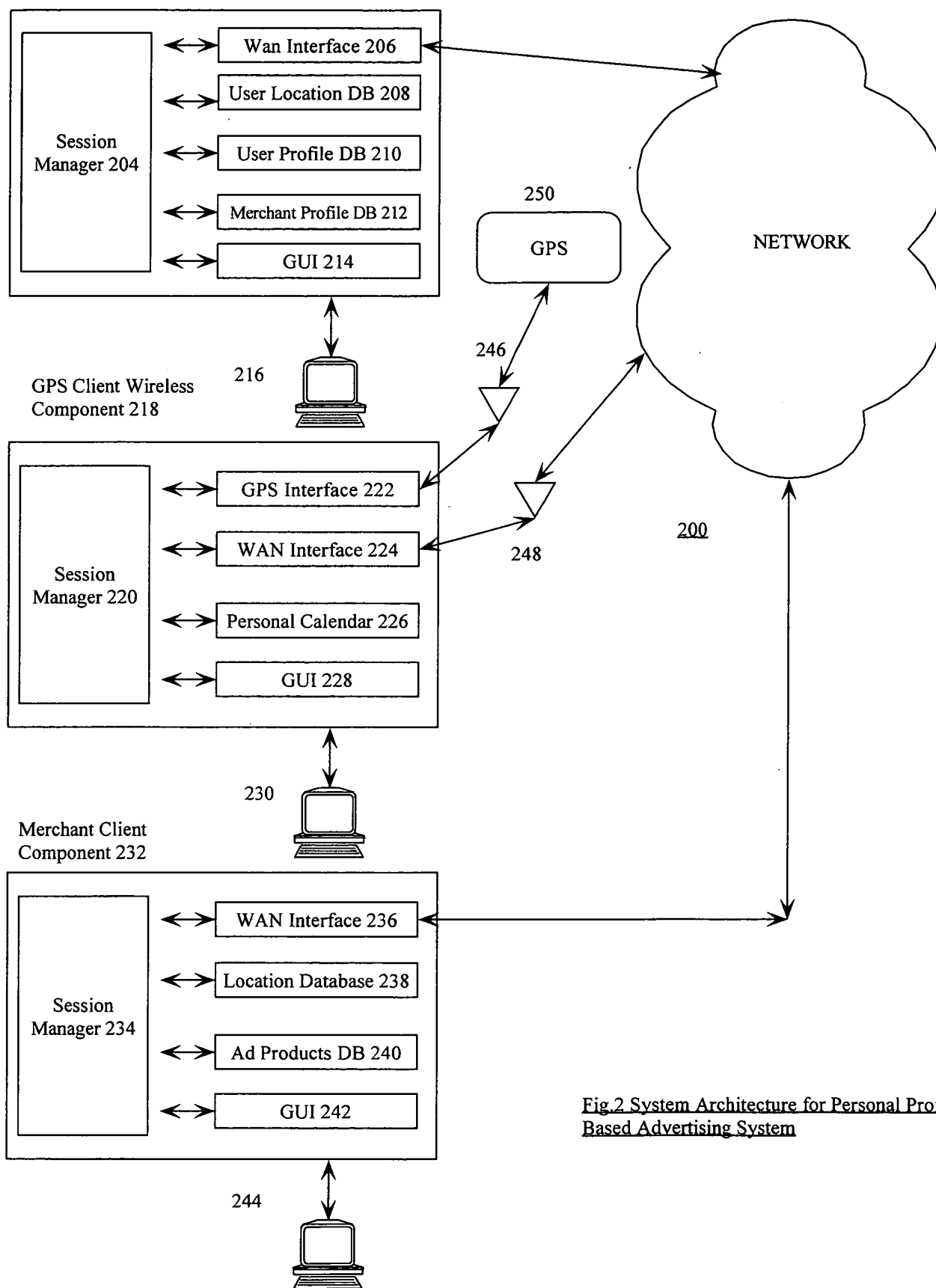
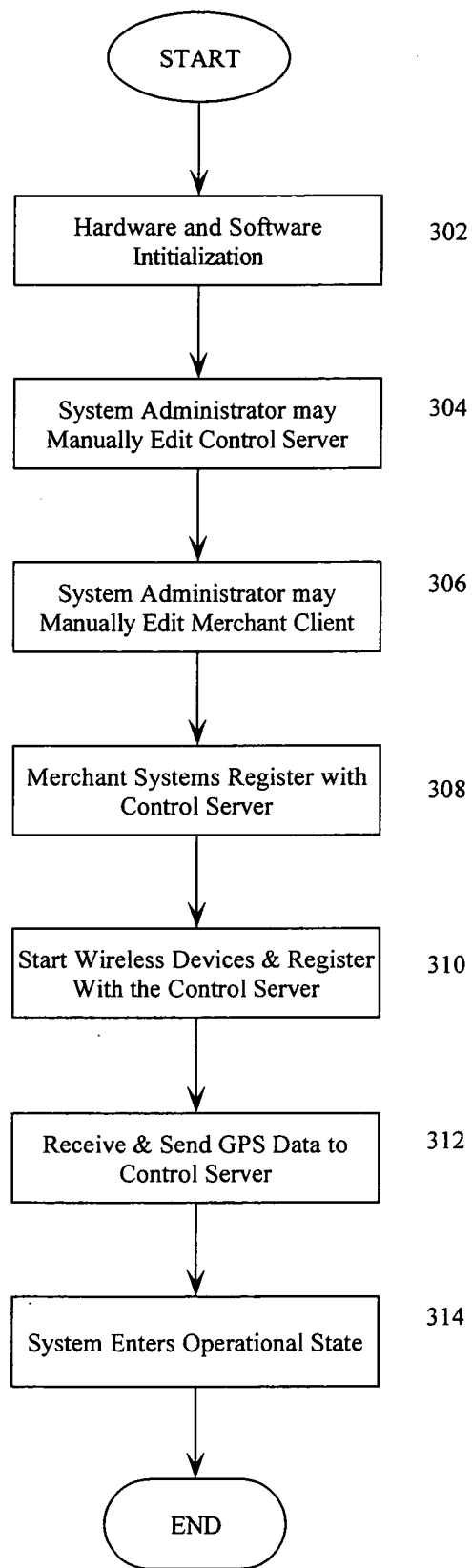


Fig.1





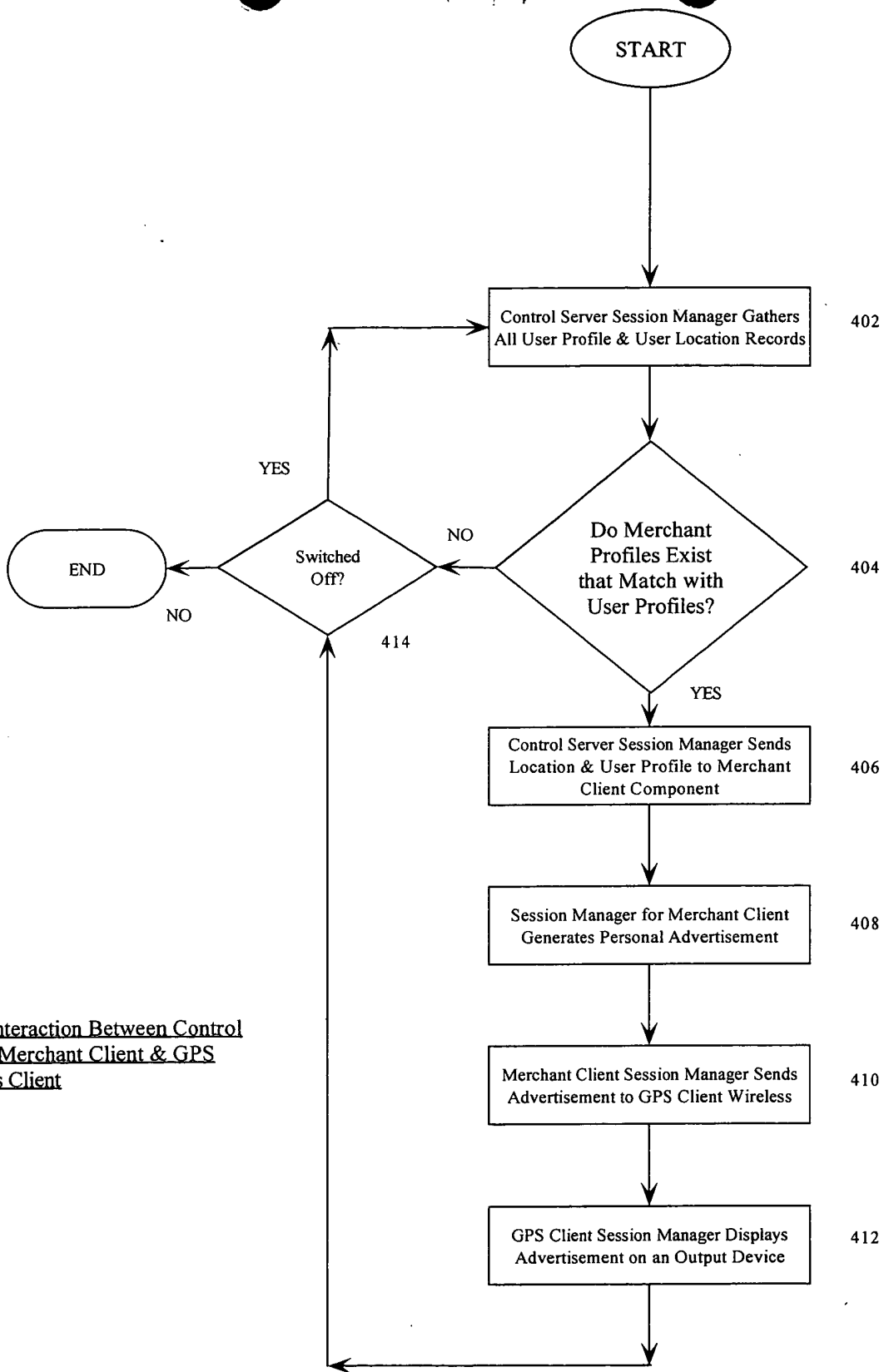
**Fig.2 System Architecture for Personal Profile Based Advertising System**



**FIG.3 Initialization Process for the Personalized Advertising System**

**300**

095904 04004



**FIG. 4 Interaction Between Control Server, Merchant Client & GPS Wireless Client**

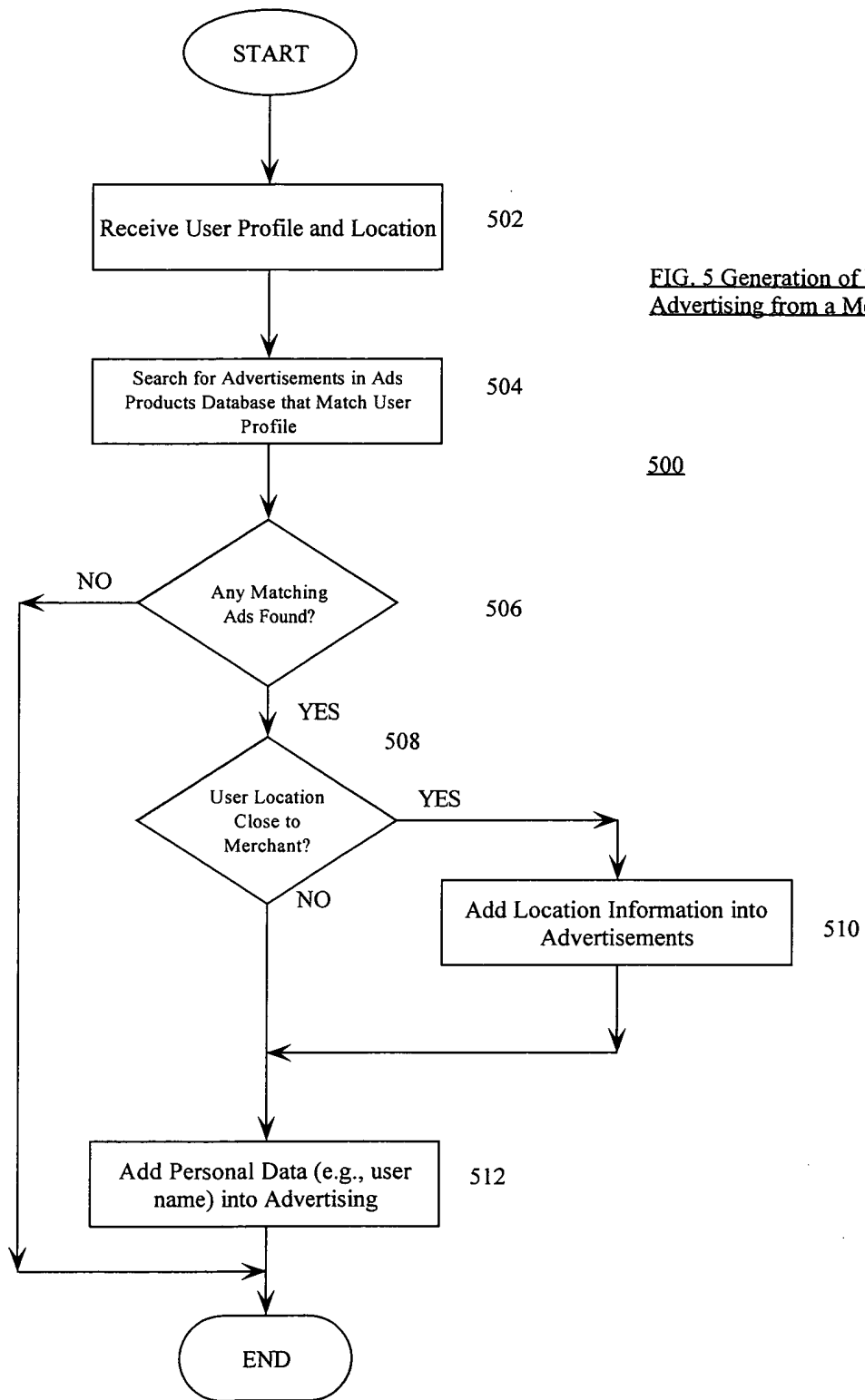
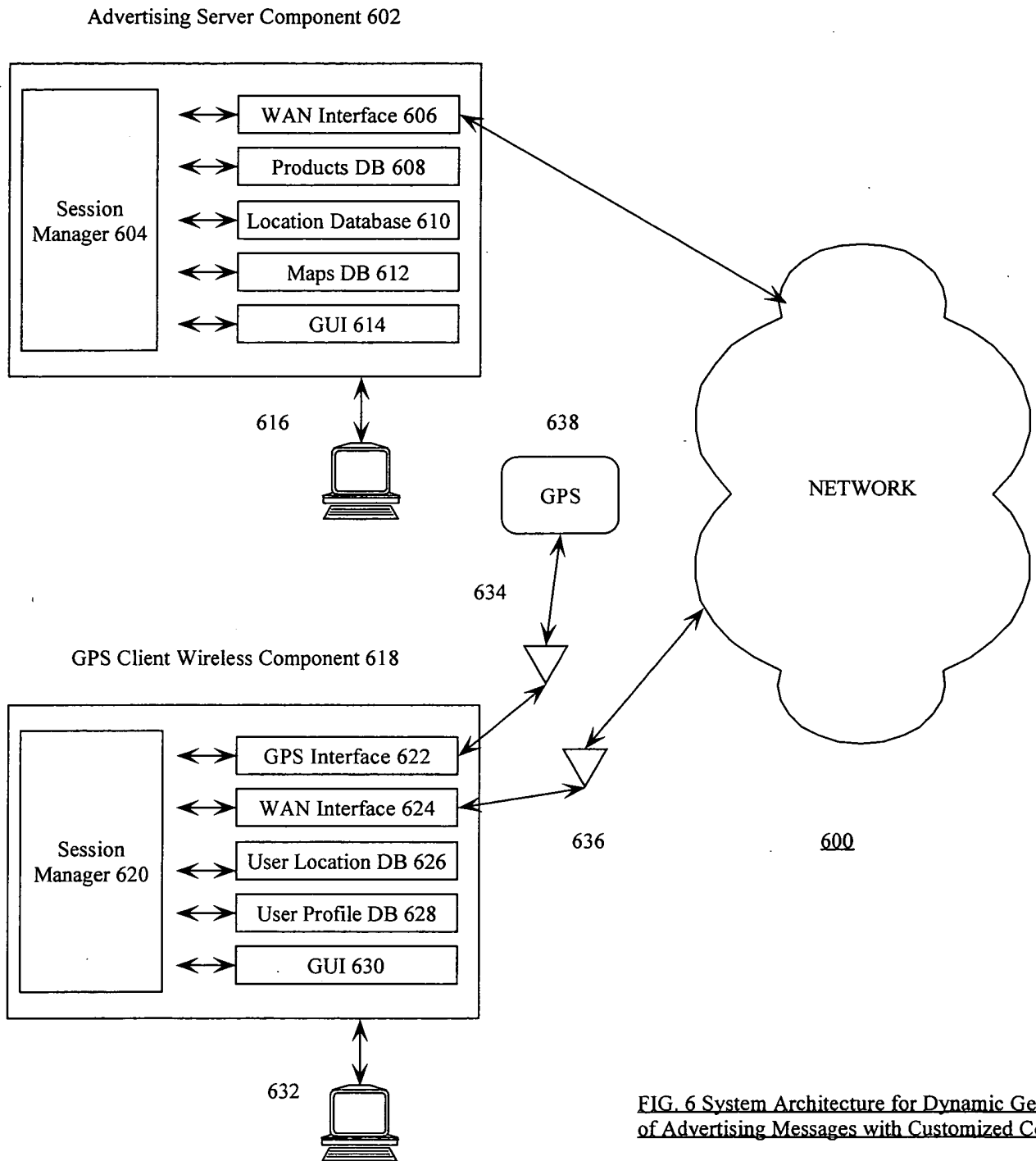


FIG. 5 Generation of Personal Advertising from a Merchant Client

500



**FIG. 6 System Architecture for Dynamic Generation of Advertising Messages with Customized Content**

FIG. 7 Personal Advertising with  
Insertion of Driving Directions

